

# FLETCHER'S

The Store That Pays No Rent

## Can a Coat Have a Personality of Its Own?



Perhaps you'll think a question of this kind strange, but if you will reflect a moment, you will realize that even an inanimate object such as a coat bears a personality of its own. How often have you seen a woman, simply clad, yet so tastefully that you could not help but admire her and her selection of a coat. You felt that her garment had personality—that it was distinctive.

That distinctiveness is a quality found in every Princess the choice of women who want clothes of personality—yet they cost no more than the ordinary coat. Come in and let us show you the best of the fall styles.

# FLETCHER'S

The Store That Pay No Rent

# THRIFT



Honesty, hard work and thrift are three essentials to a young man's success.

The fellow who is honest, a hard worker and saves, gets up in the world.

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## OUR BIRD POPULATION

By Frederic J. Haskin.

Uncle Sam is counting the birds of the nation. A census of the feathered creatures of the fields is being taken that bird lovers may know the number of their friends and the scientific farmer may appreciate the help he is to receive in insect extermination.

The work of the bird census takers has been purely a labor of love and in every state but two, a sufficient number of persons volunteered to supply the information from their localities, upon which might be compiled a fairly accurate report of the number of birds which have this summer reared their families under the protection of the United States flag.

A number of local bird censuses have been taken at various times in different parts of the country by those who were interested in knowing what increase was being made in the bird life of the community, but it was not until 1914 that the biological survey of the department of agriculture conceived the idea of taking an annual bird census throughout the entire country, for a number of years, to determine how effective the recent bird protective measures are proving in the different states.

**Gratifying Response.**  
A circular letter was issued last year calling for volunteer enumerators as no money was available for the purpose. A gratifying response was received. The census of 1914 revealed the fact that the bird population that year was about a pair to the acre or less than 250,000,000 pairs in the country. In other words, because of the various conditions which have combined to destroy bird life, the number of them in the United States is less than five times the number of human beings, a condition regarded by all who appreciate the value to man of the feather tribe.

The first census was necessarily incomplete and in many places based upon estimate rather than regular counting. The one now being tabulated has been taken more thoroughly, includes a great number of selected areas and, it is hoped, will show a considerable gain over the numbers reported last year. Between 200 and 300 enumerators have been working under the instruction of the biological survey and a census has been taken in every state except Nevada and Utah.

The bird census taker must be an early riser. The male birds are then full of song and can be most easily counted. An enumerator becomes responsible for an area of land not less than forty or more than eighty acres in extent and the census includes only the birds who are nesting upon it. Birds visiting the selected area are not to be counted.

In the early morning the birds are apt to be found near their nests. The enumerators zigzag back and forth across their plots carefully counting the male birds during May and June. A bird bachelor is an anomaly so the presence of a male is regarded as indicative of a pair of birds even though the female, in her cleverly secreted nest, escapes the eye of the census taker.

**Many Details Given.**  
Each enumerator includes in his report a clear description of the character of the land, whether dry upland, swamp lowland, open field or wooded groves. The crops produced, the kind of fencing, the trees, the roads and other details are also required and will be kept on record that it may be possible to take a census upon the exact location twenty-five years later if necessary. In addition to the enumeration of farm lands, which were all that the census of last year attempted to cover, other volunteers are counting the birds in isolated woodlands and also in definite areas of timber tracts both of deciduous and evergreen trees.

It may surprise most people to know that the birds are thicker in areas near to human habitation. Notwithstanding their suffering at the hands of men, birds evidently love human companionship and prefer to build their homes near those of mankind. The efforts of the Audubon Society and kindred organizations have secured a great interest in bird protection in many rural communities and the localities in which this protection has been longest established show the largest percentage of birds.

The highest number of birds to the acre so far recorded was on a tract at Chevy Chase, Md., where the average was seven pairs. It is claimed that this large number is due to the encouragement given to the feathered tribe by the residents of the neighborhood. Nesting boxes are liberally provided. Strawberry and trees are available for the birds preferring to build their own nests and every precaution is taken to protect them from fright or injury.

**Ornamental Bath.**  
The owner of one-half acre lot in Chevy Chase had thirteen pairs of birds raising young ones upon his premises last year. He provided a permanent bird bath for their convenience. Next to Chevy Chase, comes a tract of fifteen acres near Kennilworth, Illinois, where birds have been protected for several years. The enumerator counted eighty-four pairs of birds upon this tract.

All the enumerators did not report the varieties of birds because they did not know them, but the census indicates that the robin is the most abundant species in the nation as it appeared upon all but three of the reports taken last year, and upon all of the reports yet tabulated for this year. The English sparrow, which is most objected to even by most bird lovers, ranks next to the robin in point of numbers. Of the other birds it is indicated that for each 100 robins there are forty-nine catbirds, thirty-seven brown thrushes, twenty-eight house wrens, twenty-seven kingbirds and twenty-six bluebirds.

The bluebirds are in great favor everywhere. Bird lovers who know that almost the entire bluebird population of the eastern part of the country perished several years ago during an unusually severe winter will be glad to hear that the tribe is recovering from the catastrophe and now

numbers several millions.

Aside from the practical value of the service the bird renders the farmer by the destruction of insects detrimental to his crops there has come a tremendous recognition of the esthetic value of bird life in the country within the last decade. Nature study in the public schools, the boy scout movement and several other influences have aided this. Boys no longer rob bird's nests of their eggs or pride themselves upon killing robins with their pop-guns or air rifles. Instead they are learning to protect them from other destructive influences and are building thousands of bird-houses each year in their manual training classes.

**More Protective.**  
The federal and state governments are co-operating to protect the birds from injury. Each year the shooting laws are becoming more protective, especially for the smaller birds. Bird refuges, under private and public auspices are also increasing. The United States government has now seventy-four bird preserves scattered over the country to provide quiet nooks for their protection. Ten of them have been established within the last two years. One of them is the old parade ground of the Fort Myer military reservation in Nebraska. It has been fenced in and a general invitation given to all birds to come in and have a good time at Uncle Sam's expense.

A considerable amount of attention is now being given to the cultivation of wild plants and weeds bearing seeds which the birds prefer as food. A list of these seed-bearing plants has been compiled by the department of agriculture and may be secured by any bird lover. A number of women's clubs are having these plants cultivated in public parks for the benefit of the birds of the community.

The cat is the greatest menace to the bird life of the country and much consideration is now being given to some plan for restricting the feline race. In residential districts, stray cats can be abolished by the pound or some other restrictive measure. Even the most cherished pet cat cannot, however, be cured of bird-eating proclivities. In some communities, inverted tin collars of sufficient size to prevent puss from climbing over them, are being fastened upon all trees in which birds are nesting.

**Unwelcome Cats.**  
But it is not only in the towns and villages that the cat interferes with bird life. Millions of cats are now to be found scattered throughout the woods of the entire country. They are animals which have escaped or been driven out from domesticity and have returned to their native wild state. The habit of taking unwelcome cats to the edge of the woods and dumping them there is costing the lives of millions of young birds each year.

Trappers, during the last ten years have been capturing many cats in the snares set for animals bearing more valuable fur. They are already beginning a vigorous campaign of cat extermination and many sportsmen are joining in it.

A naturalist, who was two years ago conducting a scientific study of the physical resources of central California, came upon an especially attractive forest which was literally swarming with cats. He only found four bird nests in an area of over twenty miles and was fortunate enough to rescue one of these from a cat which was creeping up to secure a breakfast of young birds. He ordered his men to destroy as many cats as possible. Several other parties made war upon the cats and a visit to the forest this summer showed that an encouragingly large number of birds had returned to a forest which nature had designed for their use.

## ITCHING ECZEMA COVERED ENTIRE BODY, RESINOL CURED

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Fine seven room house, right close in on paved streets with cement sidewalks, lot in finest condition, house frame, slate roof, finished in oak, for \$5,700.

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WASHINGTON, Sept. 8.—The following official statement was issued Tuesday at the Turkish war office: "The enemy unsuccessfully bombarded with land and ship batteries our positions at Anna Farta and Sed-dul Bahr. Our artillery caused fire deck it was 'indubitably' shown that the ship was struck by a torpedo. In enemy trenches and artillery positions at Anna Farta."

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Established 1831



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